



# 2007 Program Update

## Peter Banwell, US EPA

ENERGY STAR Lighting Partner Meeting  
Atlanta, Georgia  
March 12 – 14, 2007

# Climate Change in Focus



- United Nations Intergovernmental Panel on Climate Change: Report, February 2007
  - Human activities linked to global warming
  - Global warming trend “unequivocal”
  - Very likely (90% probability) that global increases due to greenhouse gases



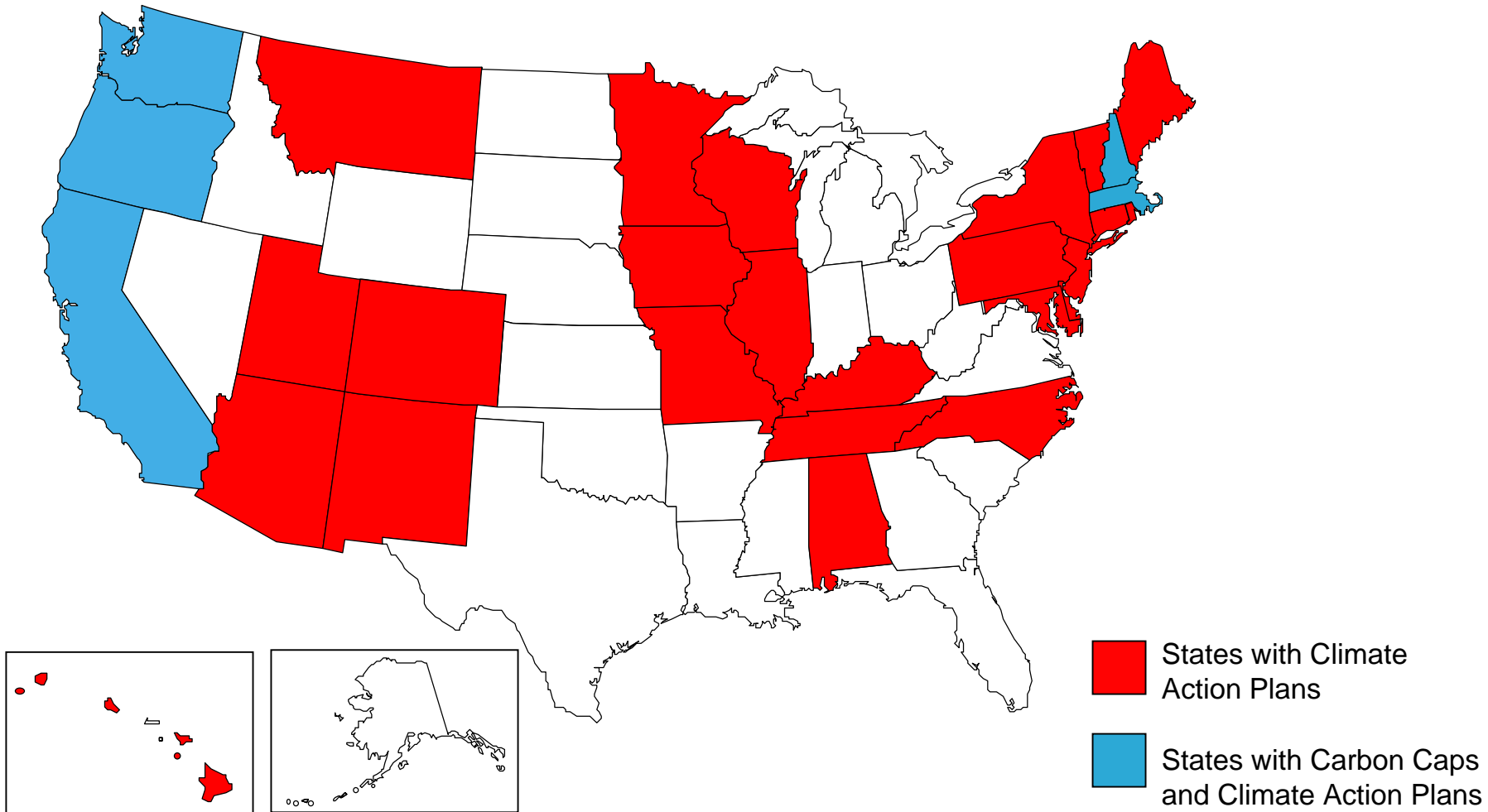
# Climate Change, Public Attitude



- Public acknowledgement
  - Global warming is real
  - Action is required
- 85% of respondents agree that global warming probably is happening.
- Most respondents say they want some action taken. (TIME/ABC News/ Stanford April 2006)



# States Addressing Climate Change



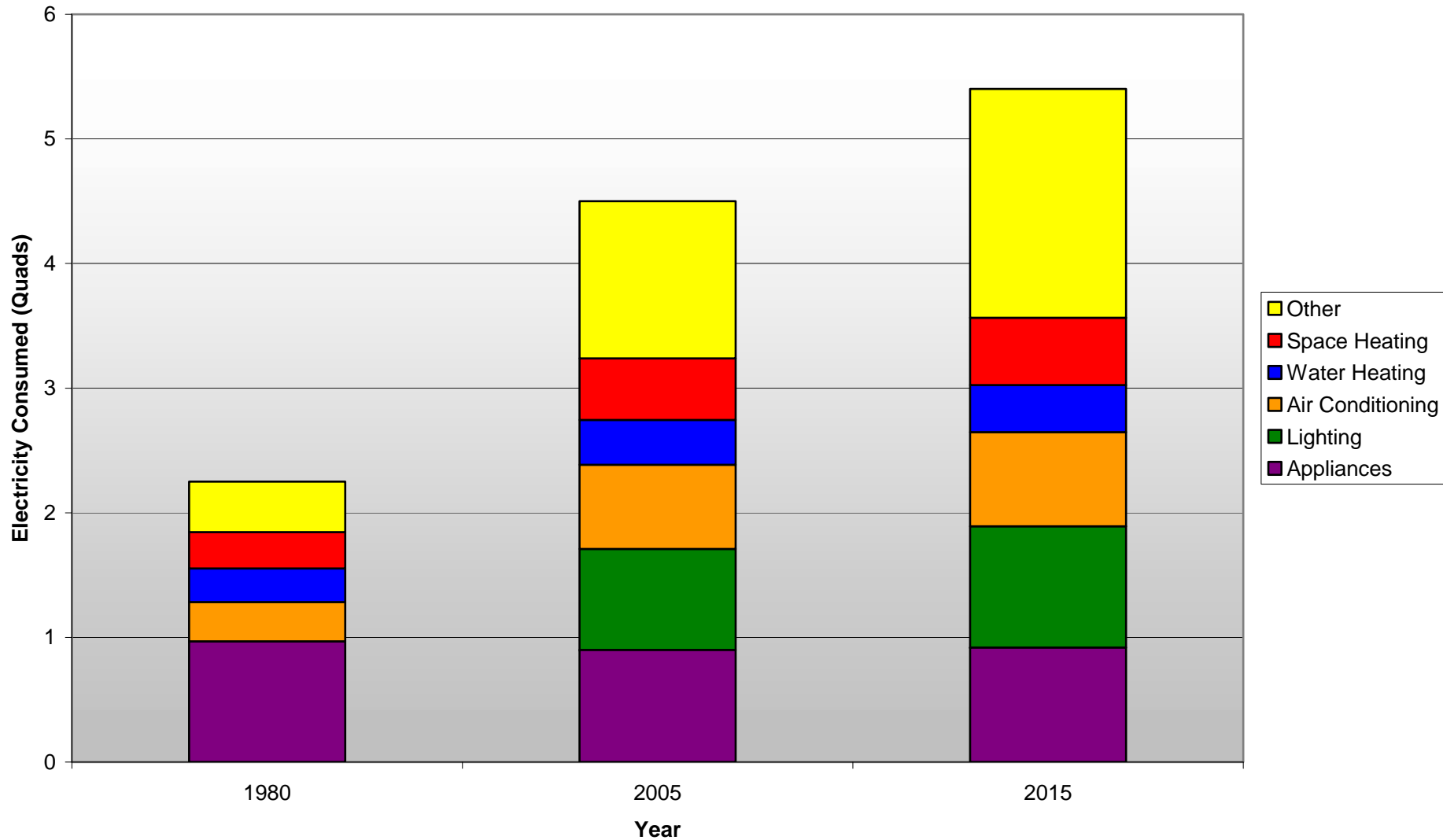
**The Washington Post**

***March 4, 2007***

# The New Eco-Capitalism



# Total Residential Electricity Consumption for 1980, 2005 and 2015 (Projected)



Note on 1980s data: In 1980, EIA grouped lighting into the appliances category. Lighting has since been broken out separately, as reflected in the data for 2005 and 2015. (Source: EIA's *Building and Energy in the 1980's*, June 1995; Sanchez et al, 1998 )

Note on 2005 and 2015 data source: EIA's Annual Energy Outlook 2005

# Opportunities for ENERGY STAR



	Efficacy (lm/W)
White LED (0.1W)	<b>150</b>
H.P. Sodium (360W)	132
Metal Halide (35W)	90
Fluorescent (37W)	90
CFL (4W)	45
Halogen (85W)	20
Incandescent (38W)	<b>13</b>

*Source: Nichia Corporation, Strategies in Light Conference Presentation, 2007*

# Time is up?





# ENERGY STAR Brand Update



- More than **50** product categories
- Over **21,000** retail storefronts in the US and Puerto Rico
- Almost **40 state, 500 utilities**, and many other energy efficiency program sponsors promoting ENERGY STAR
- To date, American consumers have purchased more than **2 billion** ENERGY STAR qualified products
- In 2006, **300 million** ENERGY STAR qualified products were purchased

# ENERGY STAR International Relationships



- Australia
- Canada
- China\*
- EU
- Japan
- New Zealand
- Taiwan



Natural Resources  
Canada

Ressources naturelles  
Canada



*\*Not an ENERGY STAR country partner; but works in close coordination with ENERGY STAR*



# 2007 Communications Goals



- Increase understanding
- Raise emotional connection
- Create successful National Promotions



# 2007 Communications Priorities



- National Campaigns



Learn how to Cool Your World with  
ENERGY STAR<sup>®</sup>  
@home



CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR<sup>®</sup>

- National brand outreach supporting all products

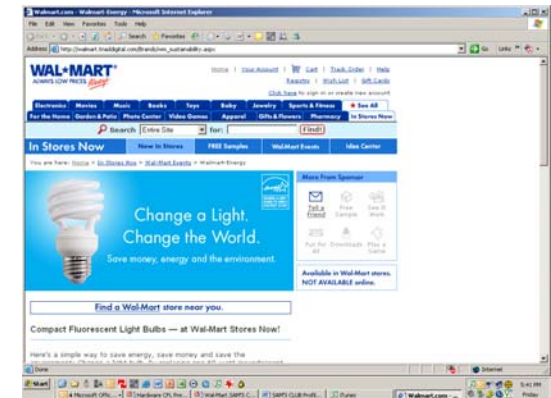
- Earth Day 2007

- Redesigned Web site

April 22, 2007



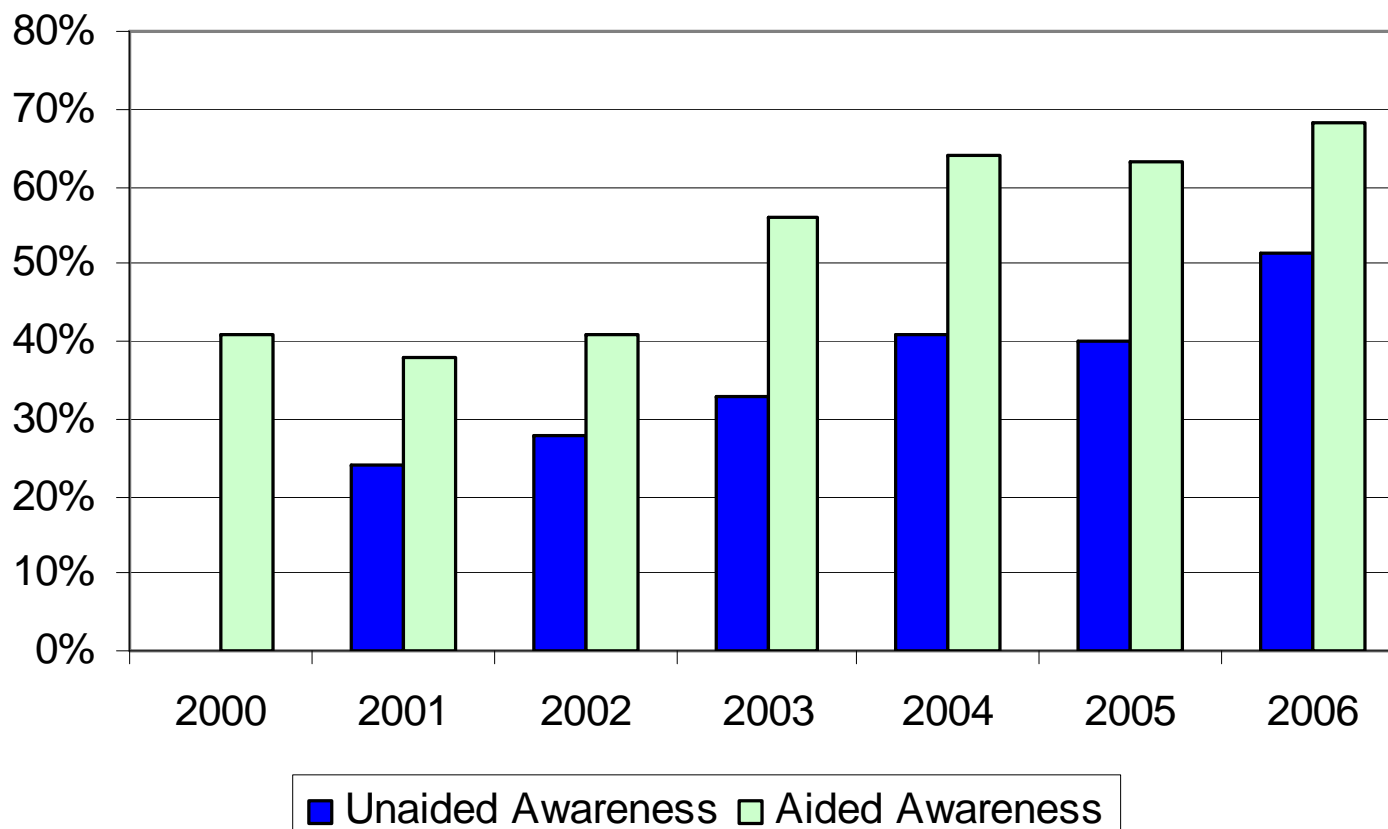
# 2006 Change a Light Successes: Wal-Mart



# National Awareness Levels: Up to 68% (CEE DRAFT findings)



**Awareness of ENERGY STAR**



--Draft results. Draft results--

# ENERGY STAR Loyalty



Likelihood Recommend ENERGY STAR Products	% Households (n=1,127)
10 - Extremely likely	26%
9	12%
8	15%
7	14%
6	8%
5	17%
4	2%
3	1%
2	0%
1	1%
0 - Extremely unlikely	4%
<b>Total</b>	<b>100%</b>

92%

Source: CEE Survey 2006, Draft Findings



# 2007 Lighting Priorities - Marketing



- Facilitating relationships between program sponsors and manufacturers
- Expanding new construction and distributor effort (California, Colorado, Florida, Texas, Nevada, Utah)



ADVANCED LIGHTING PACKAGE  
FOR NEW HOMES



COMFORT. SAVINGS.  
A BRIGHTER ENVIRONMENT.

*What more can you ask for?*



# 2007 Lighting Priorities – Research/Testing



- Continue QA 4 into second round (manufacturer funded)
- Develop test procedures for GU-24

## – Development of LED metrics

- Life test developed (in standards)
- Under cabinet test draft developed
- Recessed/directional draft developed
- Color (complete)






ENERGY STAR Training Center : ENERGY STAR - Microsoft Internet Explorer provided by ICF International

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Address **www.energystar.gov/training/lighting** Settings

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 **BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER**  
U.S. Environmental Protection Agency • U.S. Department of Energy

**ENERGY STAR** Products Home Improvement New Homes Buildings & Plants Partner Resources

**Partner Resources**

- Manufacturers
- Retailers
- Builders, Lenders, Raters & Sponsors of New Homes
- Utilities/EEPS
- Service & Product Providers
- Buildings & Plants
- Small Businesses
- Congregations
- HVAC Contractors

[Join ENERGY STAR](#)

**PRODUCTS**

**Lighting**

Among all consumer emblems, such as the Good Housekeeping Seal and Consumer Reports, the ENERGY STAR mark has one of the highest levels of influence on consumer purchasing. Lighting products that have earned the ENERGY STAR meet the government's strict energy efficiency criteria and save energy without compromising on product quality and performance. They use less energy, lowering consumers' utility bills while preventing greenhouse gas emissions.

The links below will take you to fact sheets, retail training materials, and other tools to help you, your staff, and your vendors communicate effectively to consumers about the benefits of purchasing products that have earned the ENERGY STAR. To find the right training resources, select the link that best describes the sales channel to which your business or organization belongs.

- [Showrooms](#)
- [Electrical Distributors](#)
- [New Construction](#)
- [Manufacturers](#)
- [Do-it-Yourself](#)

**Products**

- [Appliances](#)
- [HVAC](#)
- [Lighting](#)
- [Home Electronics/Office Equipment](#)
- [Commercial Food Service](#)
- [Home Envelope](#)

**Campaigns**

- [Appliance Promotions](#)
- [Cooling: Cool Your World](#)
- [Lighting: Change a Light, Change the World](#)
- [Home Electronics](#)


**Utilities/EEPS**

- [Training Overview](#)
- [Training Resources](#)

Done Internet

# Offers turn-key and customizable training materials for each product category:

- Sales Presentations
- Pocket Cards
- Fact Sheets
- Industry Information (e.g., CA-T24)
- Link to Change a Light, Change the World Campaign



## Residential Light Fixtures

**ENERGY STAR® Qualified Residential Light Fixtures**  
How to Promote Products AND Energy Efficiency

**WHAT IS ENERGY STAR?**  
ENERGY STAR is the government-backed symbol for energy efficiency. It certifies products, including residential light fixtures, in more than 35 different categories. The use of ENERGY STAR qualified products can help consumers reduce energy and cost concerns.

**How do residential light fixtures earn the ENERGY STAR?**  
Products that earn the ENERGY STAR meet greenhouse gas emissions to meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE).

ENERGY STAR qualified residential light fixtures use fluorescent technology, providing the same quality light output as incandescent bulbs, but using less energy and lasting longer. They also use advanced technology to deliver more energy savings, resulting in better quality lighting.

Qualified residential light fixtures use less than 25% less energy than standard incandescent bulbs. Customers can save more than \$60 each year on energy costs over the five-year life span. Light fixtures are required.

**Manufacturers to report details of their residential light fixtures here:**

**Include model name or number:**

**Why sell ENERGY STAR qualified residential light fixtures?**

**There are Quality Products.** ENERGY STAR qualified residential light fixtures must meet strict criteria and come with a 3-year warranty – double the industry standard.

**Save Your Energy Dollars.** On average, ENERGY STAR qualified light fixtures use less than 25% less energy than standard incandescent bulbs, which means changing a bulb less frequently – a great way to reduce costs.

**Great Customers Are Asking For It.** More than 85% of Americans recognize ENERGY STAR as the symbol for energy efficiency. Many of your most loyal customers are ENERGY STAR qualified products.

**Customers can save \$60 or more in energy costs per year depending on the type of fixture.**

**ASK ABOUT ENERGY STAR**

**ENERGY STAR QUALIFIED LIGHT FIXTURES**

**KEY SALES MESSAGES:**

**ENERGY STAR is:**

- > A U.S. government-backed symbol of energy efficiency.
- > A label earned by products that prevent air pollution by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and U.S. Department of Energy.

**ENERGY STAR qualified light fixtures:**

- > Use 25% less energy (than standard incandescent fixtures).
- > Come with long-lasting gas-filled bulbs that only have to be replaced once every 3 years on average.
- > Offer automatic daylight shut-off and motion-sensing features on outdoor fixtures.
- > Generate 70% less heat than incandescent light fixtures.
- > Are designed to be stylish and energy efficient.

**Replace the five most frequently used light fixtures in your home, or the light bulbs in them with ENERGY STAR qualified ones, and you could save more than \$60 each year in energy costs.**

# 2007 New ENERGY STAR Products



- Recently completed specs
  - DTAs
  - Imaging Equipment
  - Computers
- New specs/revisions underway
  - Commercial kitchen enhancements
  - Televisions
  - Decorative light strings (led by NRCan)
- Server/data center initiative



# Conclusions



## 1) Climate change is driving legislation

- Legislation is driving investment
- Investments are seeking technologies
- Lighting technology is ready for a “revolution”

## 2) The State of the Brand is strong.....

- New products
- Protecting the brand.....testing.....testing
- Communications are driving increased awareness
- Aggressive plans for the year

# Thank You!!



**GE Lighting**

